

# TEPP & Partners' Statewide News

## In This Issue

p3. Success Story: Sallie Mae, Inc.

p4. New Event Form v2.0

p4. ADHS TEPP Marketing Update

p5. Follow-up story from previous issue: SLOGO contest

p5. About Best of The West Conference

p6. Maricopa's Employee Health Initiative Postcard Campaign

p6. Upcoming events

New Smokeless Tobacco product -- Phillip Morris USA has a new smokeless product, not the traditional chew. ►p2

A Smoke-free trend? Hitchin' Post Iron in Sierra Vista has a new incentive program for employees to quit smoking. ►p2

## Smokin' Recipes



"A HEALTHY GUIDE  
FOR  
ALL SEASONS"

The staff of the Coconino County Tobacco Use Prevention Project, with input from the Arizona Nutrition Network, compiled a "**Smokin' Recipes**" cookbook. Sam's Club provided a grant to print and distribute the cookbook which includes healthy seasonal recipes along with tips on nutrition, exercise, secondhand smoke and quitting tobacco use.

Cookbooks will be distributed to tobacco users attending Coconino's quit tobacco groups and at community events.

## Behind the Scenes

Learn about the Evaluation, Research and Development Unit (ERDU) Data Collection and Processing Area.

You'll be surprised at all they do each month. ►p3

A PDF version of the cookbook is downloadable from the ADHS TEPP website and you can also obtain a copy by contacting the Coconino Tobacco Use Prevention Program at:

2625 N. King Street,  
Flagstaff, AZ 86004  
Phone 928-522-7882

# Employer Provides Incentives to Quit Smoking



Photo from the Herald/Review original article.

In Sierra Vista, AZ, Hitchin' Post Iron, this year offered pay raise incentives to its employees

to motivate

them to quit smoking. According to an article from the Sierra Vista Herald/Review published on Wednesday, May 09, 2007, the employees at Post Iron "are wearing nicotine patches, chewing nicotine gum and eating more snacks than usual these days."

Post Iron gave a pay raise to all its employees (smokers and non-smokers) on May 1st, when the Smoke-Free laws went into effect. The only condition with the pay raises was that the pay raise would be null and void to anyone caught smoking at work after that date.

"This was a good thing to do," said Richard Ward. "It's a good deal businesswise, because we're more productive when our employees aren't taking breaks to smoke. But

even more important, it's good for their health. We're like a family here, and if we can help our employees by giving them a little extra motivation, then it's worth it."

Post Iron had eight longtime smokers on its staff. The owners, Tammy and Richard Ward, don't smoke but they had heard their employees talk about wanting to quit smoking. At the time the Herald/Review published the article, the incentives program was working successfully.

In a recent phone interview conducted by ADHS TEPP with Post Iron's office manager Barb Fox, who was a smoker for 22 years, she said that the group continues tobacco-free at work, although several employees do smoke at their homes. Barb herself quit smoking. "It's one of the hardest things I've ever tried to do, next to raising a teenager," she said. Barb also commented that Cochise County Tobacco program staff were onsite at Post Iron during the month of May providing cessation classes for six weeks during lunch time. Good job Cochise! Barb added that she stopped using the nicotine patch and is using Chantix now. She continues to follow the tips learned from the cessation classes and is proud to be two months smoke-free!■

*"We hoped this would give them the extra drive they needed to quit."* -- Tammy Ward

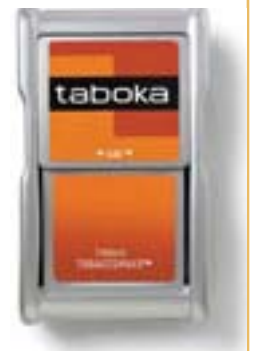
## Marlboro's New Smokeless Product

According to the *Wall Street Journal*, June 9th 2007, the nation's largest cigarette maker Phillip Morris USA, who currently sells more than 40% of the cigarettes sold in the U.S., is making a risky change of direction with the introduction of its new smokeless product named Taboka.

Taboka contains a dozen tiny pouches of tobacco (also known as "snus"), they're like miniature tea bags that users place between their cheek and gum. The pouches allow the flavor and nicotine from tobacco to seep out and are both dry and spit-free. The product comes in two flavors, Original and Menthol, both with a content of at least 4 mg of nicotine per pouch.

Phillip Morris has hopes that Taboka will be viewed by users as a "safer" and "less smelly and offensive" alternative to inhaled tobacco. This is also a move by Phillip Morris to counter the many smoking bans throughout the U.S. since the product can be used in offices, restaurants and any indoor area where smoking bans are in place.

Taboka has been tested in the Indianapolis market during the past year and will begin testing in the Dallas market this August. ■



# ERDU's Data Collection and Processing

Each month the Evaluation, Research and Development Unit (ERDU) Data Collection and Processing Area makes over 2,000 calls, receives 300 Client Intake Forms and between the months of October and June, collects an average of 9,000 school-based prevention evaluation forms a month.

Three Callback Interviewers, Lindsay Andre, Sasha Verdugo and Vickie Taylor, contact clients who have previously received cessation services—either through a local project cessation class or the ASHLine—and interview them to obtain quit rate information. At the beginning of the 2006/2007 fiscal year, interviewers were able to reach less than 50% of clients; but by using additional techniques to locate and contact the clients, they have made substantial progress toward increasing this percentage. The interviewers currently reach about 70% of the clients. This completion rate is among the highest reported rates for tobacco cessation service follow-up across the U.S. In comparison, the Maine Tobacco HelpLine reported a follow-up completion rate of 59.5%, while the California Smokers' Helpline completes follow-up interviews with about 85% of their clients.

The data entry area employs between two and four University of Arizona students, depending on the time of year and the workload. Currently, Shannon Luedke and Ajay George enter all of the school based prevention surveys and Client Intake Forms generated by the Local Projects and ASHLine, in addition to performing quality control checks on the data that have been entered.

Administrative oversight for the office is provided by Scott Young, the Data Liaison and Kay Calendine, Data Collection and Processing Manager. Scott has the primary responsibility of ensuring that all of the data forms received are complete and accurate. He is accessible by phone or email to answer any questions about completing a form or submitting data. Kay oversees staff training and scheduling and the day-to-day operations of the office to ensure that projects are completed on time and with the highest quality. More information about this team can be found by visiting their website at <http://www.evalrdu.org>. ■

## A Success Story... Sallie Mae, Inc.

With higher and rising health care costs – an 8.8% increase between 2004 and 2005 – it's no wonder employers are looking at ways to positively impact the health profile of their workforce.

At Sallie Mae Inc. in Gilbert, human resources manager Kara Chase turned to AZ HealthLinks to help in the three areas of modifiable behaviors – tobacco use, nutrition and exercise. AZ HealthLinks worked with Sallie Mae to set up a menu of programs that would extend for nine months beginning in October 2006. Those programs included monthly lunch-and-learn presentations, a company-wide Active for Life, participation in The Great American Smokeout and cessation opportunities including contact information for Maricopa County Department of Public Health Tobacco Use Prevention Program (MACTUPP). In recognition of their wellness effort during the past year, Sallie Mae Inc. was awarded the 2007 Wellness in the Workplace Award from the Gilbert Chamber of Commerce.

AZ HealthLinks, a statewide worksite wellness program, is administered through the American Cancer Society in cooperation with the Arizona Department of Health Services. Funding for AZ HealthLinks comes from ADHS TEPP.

Chase first became familiar with AZ HealthLinks in 2006 when the student services corporation participated in a Gilbert Chamber of Commerce-sponsored Active for Life. Active for Life, a 10-week, team-based physical activity program, encourages fitness through goal setting

and point awards. "We had three teams and a total of 25 participants," Chase said. "It was definitely a challenge encouraging fitness during the hot summer months, but our employees had fun, were encouraged by the results and news about the program spread."

The success of Active for Life encouraged Chase to look for other wellness opportunities. "When we hosted a Great American Smokeout, smokers and non-smokers took advantage of the bubbles, yo-yos and T-shirts and also opened up about their thoughts and feelings regarding smoking," Chase said. Many employees voiced a desire to quit or knew someone who they hoped would quit. Still other employees handed over their cigarettes and quit for the day. Chase was encouraged. So much so that she contacted MACTUPP and arranged for on-site cessation classes. Ten employees took advantage of the opportunity.

Looking back over the past year, Chase believes two things contributed to the success of the wellness programs. First, smokers were offered options in a step-by-step format. Also, communication and dialogue was encouraged. ■



Kara Chase, Human Resource manager, Southeast Student Services Corp. (a Sallie Mae Company) and Richard Nickel, president of Sallie Mae - Western Region.



# ADHS TEPP UPDATE

## Event Form v2.0

The new improved Version of TEPP's Event Form was released this month, following training sessions provided in each region of the state by ERDU. This version has several new features (see box at right), with the last two features enabling each Partner to explore the data from its programs and to explore new ideas in program implementation.

For technical assistance in applying these tools in your Project, contact Gowri Shetty at 364-0839 or SHETTYG@azdhs.gov.

For registered users, the full instructions for use of the Event Form are available on-line. For more information contact your colleagues who attended the training, or Scott Young at scottyng@email.arizona.edu. ■

- An additional Activity Type to track events providing education to businesses on smoking ban enforcement.
- An additional question on the Target Audience(s) for an event.
- Improved tools to search for specific events (by sponsoring organization, date, type of activity, event name, etc.).
- A Summary Report which condenses information from a selected set of events into a one page summary.

## Marketing Update



Mary Ehlert  
ADHS TEPP Marketing Director

When we met in June, we talked a lot about the incentive items. Just to be clear, ADHS TEPP is producing incentive/giveaway items that we will warehouse here in Phoenix. Anne has distributed a list of incentive items that will be stocked and we really need to know from you an approximate quantity you will use over the next fiscal year. The idea is that we will order larger quantities thus getting things at lower costs and all will be provided to our Partners at no cost to your program. We can achieve much better price breaks if we order all together, plus we will have consistent messaging statewide.

Thanks to everyone who is participating on the Incentive Items/Giveaway Items work group. The group has analyzed and discussed so many options and is working toward making sure we all get incentives that are health related, useful, and send a consistent message statewide.

As I mentioned in June, our Cessation Campaign is taking a bit of a break in July and August. We will be running radio only for these two months.

Also, the Phoenix Suns Gorilla Prevention Campaign is on a bit of a hiatus as well as kids are out of school and the Suns are not playing. The Gorilla Assembly team will be doing a few community events over the summer.

Be assured, the ADHS TEPP Marketing Team is NOT lounging poolside... We are gearing up! We are currently in planning discussions with Riester to develop a full marketing plan in conjunction with the ADHS TEPP Strategic Plan. We are working on getting incentive items, funding sponsorships, and the continuation of the Cessation and Prevention campaigns through calendar year 2007 to have things running so that things keep going throughout the Strategic Planning Process and there are no gaps in our marketing efforts.

Looking forward to seeing you all again Sept. 4, 2007! As always, email or call me if there is anything you want to discuss... 602-542-0886 or Ehlertm@azdhs.gov.■

# Acknowledgements...

**R**ichard H. Carmona, M.D., M.P.H., FACS, 17th U.S. Surgeon General, was honored in Tucson on May 29, 2007 for the publishing of "The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of The Surgeon General: (2006), which has been credited by Public Health experts as a major "difference maker" especially in Ohio, Nevada and our own Arizona.

Dr. Carmona will again be recognized for this work and give the keynote address at the 2007 Best of the West: Educating, Training, and Collaborating on Tobacco Control conference on September 5, 2007. ■

**MACTUPP's** Marketing Manager Laurie Thomas, has been named "Graduate Student of the Year" for Western International University and spoke at their commencement ceremony on May 20, 2007.

Robert Olding, Ph.D., Laurie's thesis advisor, said in his nomination, "Ms. Thomas has, in the course of her graduate studies, continually demonstrated a pattern of excellence in pursuing research, academic integrity and academic achievement to the completion of her Master's Degree in Public Administration. She performed with excellence in the development and completion of her master's degree thesis, 'What is bariatric surgery, what are the costs, benefits and risks and should insurers be required to provide coverage?' The document was noted for its technical merit and her presentation was one of the best I have seen in the past year. Ms. Thomas represents the best in terms of an outstanding graduate student from Western International University's MPA program." Congratulations Laurie! ■

**Yavapai** Julie Higgins (Rocky) has been teaching cessation in Prescott for over 20 years. Rocky has a passion for facilitating classes. She brings her energy, enthusiasm and humor to make her classes a success. She works as a respiratory therapist for Yavapai Regional Medical Center.

It is because of her commitment to helping people quit that our cessation program shines. Rocky cares so much about helping others, which shows in the quality of her work and dedication. Yavapai County is very blessed to have someone on our team that gives over 100% of herself to help our residents to become smoke free. ■

## Follow-up Story: SLOGO contest

The Prevention Team at MACTUPP just finished awarding prizes to the winners of their 3rd Annual SLOGO Contest.

The SLOGO contest is open to all 4th-8th grade students in 425 schools that are contracted with MACTUPP to provide an intensive tobacco prevention program.

The students were asked to use the information they learned throughout the year to design an anti-tobacco slogan and logo (SLOGO).

There were over 270 entries this year and a first and second place winner for both 4th-5th grades and 6th-8th grades.

The winning classrooms were awarded prizes with their SLOGO printed on them (bookbags, water bottles, t-shirts, or CD cases).

In addition, the first place 5th graders at St. Mary Basha in Chandler were excited to have a visit to their school from the Phoenix Suns' Gorilla and the first place 6th graders at Madison Meadows Middle School in Phoenix danced through lunch at a Power 98.3 Van Stop! ■



## HCP at National Conference

At the 2007 National Conference on Tobacco OR Health (October 24–26, Minneapolis, Minnesota), The University of Arizona HealthCare Partnership (HCP) will highlight the State of Arizona's successful efforts to lead the way in providing evidence-based tobacco cessation interventions to all people affected by tobacco use and dependence.

The HealthCare Partnership's poster presentation, led by HCP Associate Director Zenén Salazar, will address a culturally sensitive and language-appropriate approach to breach the known gap in cessation advice and services received by Hispanics/Latinos in the United States. Developed by the HealthCare Partnership in 2000, the Spanish-language "Técnicas Básicas para Dejar el Tabaco" certification program provides behavioral and pharmaceutical cessation strategies for performing evidence-based brief interventions. Designed for health promoters, clinicians, and non-clinicians serving Spanish-speaking populations, the certification program increases the capacity of the Hispanic/Latino U.S. population to address tobacco use at a community level. Preliminary results of the program suggest that the program significantly raises participants' confidence levels to deliver a brief intervention, and that the gains endure over time and carry over into the field.

The HealthCare Partnership is proud to spotlight Arizona's innovations in Spanish-language tobacco cessation certification at the national level, paving the way for the efforts of the future. ■

## Maricopa County Postcard Campaign



MACTUPP recently collaborated with Maricopa County's Employee Health Initiatives to create a unique and memorable postcard campaign. Utilizing data collected during open enrollment, a list was generated of those county employees who indicated they use tobacco; nearly 1,900 Maricopa County employees indicated they use tobacco. Armed with this information, Employee Health Initiatives and MACTUPP designed a three postcard campaign dubbed the "road sign campaign" due to its play on the common road signs. The postcards were sent out every two-weeks and reminded employees about the benefits of quitting, including the \$10.00 tobacco-use premium they would stop paying on every paycheck and the substantial nicotine replacement therapy (NRT) discounts afforded county employees. To date, the mailings have generated 12 quit class registrations. Contact Laurie Thomas for more info at 602 372-8418. ■

## Coming Up...

**Sep. 4: TEPP Partners' Meeting**

Pointe South Mountain

**Sep 5-6: CTFA's Best of the West Tobacco Conference**

Register at <http://www.bestofthewest.eventbrite.com>

**Dec. 4: TEPP Partners' Meeting**

Location TBD



Tobacco Education and Prevention Program

**be tobacco free**  
[www.betobaccofree.org](http://www.betobaccofree.org)